

**2011 SOUTHEASTERN APPLE GROWERS MEETING**  
**Sponsored by the North Carolina Apple Growers, Inc.**  
**Crowne Plaza Resort Asheville, NC**  
**January 11-12, 2011**

**Tuesday, January 11, 2011**

- 10:00 AM Welcome and Opening Remarks**  
 Presiding - Mr. Don Justus, President - NC Apple Growers, Inc.
- 10:10 Making the Most of Your Media Dollars!**  
 Mr. Jim Knight, Media Marketing Manager, NCDA&CS, Raleigh, NC and WNC Media Representatives
- 10:50 How We Direct Market in Michigan!**  
 Mr. Phil Schwallier, Schwallier's Country Basket, Sparta, MI
- 11:30 Local Branding Your Apples**  
 Ms. Megan Ray, Program Coordinator, Appalachian Sustainable Agriculture Project, Asheville, NC
- 11:55 Lunch and Visit Exhibit Area**
- 1:30 PM Update on State and Federal Issues (Food Safety, Water, Budget, Labor Issues)**  
 Ms. Debbie Hamrick, Director of Specialty Crops, NC Farm Bureau
- 2:00 Orchard GAP Inspections – How Did We Do? Panel**  
 Ms. Lisa Nix, Apple Wedge Packers, Hendersonville, NC - Moderator  
 Mr. Jeff Dalton, Dalton Orchards, Hendersonville, NC  
 Mr. Jim Saylor, Saylor Orchard, Bakersville, NC
- 2:40 Break**
- 3:00 SmartFresh for Small and Large Growers**  
 Dr. Mike Parker, Horticultural Science, NCSU, Raleigh
- 3:25 Grower Experiences with SmartFFresh - Panel**  
 Mr. Alan and Lindsay Deal, Deal Orchard, Taylorsville, NC  
 Mr. Dale Lamb, Ottanola Farm, Hendersonville, NC  
 Mr. Greg Nix, Apple Wedge Packers, Hendersonville, NC
- 4:00 Apple Tasting Session – Gala, Golden Delicious and Fuji with and without SmartFresh held for 7 days before sampling at 32°, 58°F and 72°F.**  
 Moderated by Mike Parker and the NCSU Apple Team with audience participation
- 4:30 Adjournment**
- 6:45 2011 Southeastern Apple Growers Meeting Banquet**  
 Master of Ceremonies: Mr. Chuck Francis, Waynesville, NC  
 --After dinner entertainment

**Wednesday, January 12, 2011**

- 8:30 AM Coffee in Exhibit Area**
- 8:45 Welcome -**  
 Presiding - Mr. Jack Boyles, Vice President

- 8:55 Chemical Thinning 2010: Learning From Past Mistakes is Getting to be an Uncomfortable Habit**  
 Dr. Steve McArtney, Regional Apple Specialist, NCSU, Clemson, UGA and UT, Mills River, NC
- 9:25 Using the Carbohydrate Model for Thinning Decisions**  
 Mr. Phil Schwallier, Michigan State University, Clarksville, MI
- 9:55 Weed Management Programs – The Big Bang Theory!**  
 Mr. Wayne Mitchem, Orchard Floor Management Specialist, NCSU, Clemson and UGA
- 10:20 Break**
- 10:35 Successful Vole Management**  
 Dr. David Lockwood, Plant Sciences, UT, Knoxville, TN
- 11:00 Maximizing Your Orchard Productivity with Proper Rootstock Selection**  
 Dr. Mike Parker, Horticultural Science, NCSU, Raleigh, NC
- 11:30 Secondary Pest Resurgence Follows Codling Moth Population Decline**  
 Dr. Jim Walgenbach, Mountain Horticultural Crops Research & Extension Center, Mills River, NC
- 11:55 Adjourn to the Exhibit Area for Lunch**  
 --Sandwiches, chips and drink will be provided in the Exhibit Area
- 1:00 PM Apple Cultivars for Consideration in the SE!**  
 Mr. Tom Callahan, Adam's County Nursery, Aspers, PA  
 Mr. Pete Van Well II, Van Well Nursery, Wenatchee, WA
- 1:40 Sprayer Calibration and Management**  
 Dr. Bill Hanlin, Wilkes County Extension Director, Wilkesboro, NC
- 2:10 Glomerella Leaf Spot and Fruit Rot - What Happened in 2010?**  
 Dr. Turner Sutton, Plant Pathology, NCSU, Raleigh, NC
- 2:40 Managing Calcium in Your Orchard**  
 Dr. Ron Gehl, Soil Science, NCSU, Mills River, NC
- 3:10 Adjournment**  
 -----Auxiliary Program-----
- Tuesday, January 11**
- 8:00 AM** Registration
- 10:00** Hospitality Room
- 11:45-1:15** Exhibit Area
- 2:00 -4:00 PM** Bingo
- 6:45 PM** Banquet and Program Speaker
- Wednesday, January 12**
- 9:00 AM** Hospitality Room
- Noon** Luncheon